



Avaya Aura® Solution for Midsize Enterprise 6.1 Channel Announcement

Offer Summary

Introducing Avaya Aura® Solution for Midsize Enterprise, the evolution of a midsize offer that brings the best in class Unified Communications capability to the mid market with a low footprint, green-friendly, easy to manage solution based on virtualization technology. Today the mid market is underserved. Small business solutions normally do not provide the Unified Communications functionality required while large enterprise solutions are too complex and require too much hardware.

Success in the global marketplace for midsize enterprises is all about speed, flexibility and differentiation. Whether the challenge is from a smaller, more nimble rival or a much bigger competitor, you need a focused, productive workforce that can communicate and collaborate in real time anytime, anywhere while facing any challenge.

Avaya Aura® Solution for Midsize Enterprise meets the specific needs of today's midsize enterprise for a unified communications solution on a consolidated server that supports communications, messaging, conferencing and extends collaboration, video and more. Based on Avaya Aura, Avaya's innovative, SIP-based core communications platform, Avaya Aura® ME delivers these capabilities to midsize enterprises faster, with less complexity and at lower cost

What's New?

Avaya Aura® Solution for Midsize Enterprise is built on the Avaya Aura® System Platform but delivers Unified Communication in a midsize footprint by taking advantage of virtualization – hosting multiple applications on a single server – simplifying installation, administration, and ongoing management. This ensures delivery of a comprehensive SIP-based architecture designed to support the seamless connectivity and responsiveness of true Unified Communications. With the inclusion of the following:

- Avaya Aura® System Manager
- Avaya Aura® Session Manager
- Avaya Aura® Session Border Controller
- Avaya Aura® Presence Services

Avaya Aura® Solution for Midsize Enterprise directly addresses the challenges of anytime, anywhere worker productivity by making it simpler and more cost-effective to deliver consistent UC capabilities to all users regardless of location.

Key Features & Capabilities

Feature/Capability Description	Business User Benefit
Introduction of full Avaya Aura platform in an updated midsize offer	Cost competitive, fit-for-purpose midsize solution providing improved TCO
	Single step installation and single maintenance

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A single server platform but expandable for advanced applications	access
Avaya Aura® core integration and SIP architecture	Seamless integration into other locations
Centralized management for all locations	Single management framework Avaya Aura® System Manager/Enterprise Network Manager
Unified Communications applications including telephony, voice messaging, basic conferencing, and presence	Virtualized environment for Unified Communications improving end user productivity
Scalable as needed	Up to 1000 users and up to 250 locations
Green savings	Saves 66,000 pounds per year in CO2
Local redundancy	Provides LSP with dual processors and multiple hard drives

Roadmap Summary

Avaya Aura® Solution for Midsize Enterprise 6.1 is the replacement product for Avaya Aura® Solution for Midsize Enterprise 5.2.1 (also known as Medium Business Template). All 5.2.1 customers can upgrade to 6.1 and receive the latest versions of Avaya Aura core applications. Avaya Aura® ME also provides additional value in a trial environment for Avaya Flare™ Experience, and other migration scenarios. Collaboration Server 6.1 users can upgrade directly to Avaya Aura® Solution for Midsize Enterprise 6.1. Avaya will look to continue upgrading Avaya Aura® Solution for Midsize Enterprise with additional applications and increased capacity in the future.

Applications on the Avaya Aura® Solution for Midsize Enterprise 6.1 platform today, you will see the applications in the template during installation. Note that that Session Border Controller is not part of the February GA; it will be in controlled introduction in April and planned for GA with version 6.2 of this solution. The following applications are included on the platform, and are visible in the template when installing Avaya Aura® Solution for Midsize Enterprise

- Avaya Aura® Session Manager 6.1
- Avaya Aura® System Manager 6.1
- Avaya Aura® Presence Server 6.1
- Avaya Aura® Session Border Controller 6.0.1 (controlled introduction in April 2011)
- Avaya Aura® Application Enablement Services 6.1 (CTI)
- Communication Manager Utility Services 6.1
- Avaya Aura® System Platform 6.0.3 on an Avaya Common Server, SAL, VPN

Target Market Overview

The mid market is presently an underserved market with about \$2.3B of untapped revenue until now. With the introduction of the Avaya Aura® Solution for Midsize Enterprise, midsize customers will no longer have to choose between a small business solution that does not provide the features and functionality their users need or a large enterprise solution that are too complex and too expensive. This solution also creates the opportunity for midsize enterprises to extend its worker productivity solutions offering tools such as video and collaboration.

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Target Customer

Avaya Aura® Solution for Midsize Enterprise targets customers that have between 250 to 100 users who need core communications, who want to expand to advanced applications and video. These include greenfield customers and easy migrations for existing Avaya customers from previous 5.2.1 and CS1000 systems who desire embedded applications, a virtualized environment, and a green thumbprint. This solution provides an optimized environment for collaboration leveraging the Avaya Aura core platform.

As we reach CYQ2 (April-June, we will also extend to Avaya Aura® Contact Center.

Customer Benefits

Avaya Aura® Solution for Midsize Enterprise benefits include:

- Small footprint, easy to manage
 - Virtualized environment for Unified Communications, improving user productivity
 - Green- uses up to 51% less energy than competitors
 - Easier to install, administrate, and maintain
- Business Agility
 - Expandable to deliver advanced collaboration capabilities including on demand video and integration of all communication media
 - Expandable to enable robust customer service
 - Network together additional customer locations or grow into multi-server construct
- Adaptive Environment
 - Rapid deployment of Avaya collaboration and communication capabilities for trial environments
 - Quickly bring new collaboration capability to 3rd party PBX environments

Partner Business Proposition

In the past, partners have typically focused on the enterprise customer or the SME market. The introduction of Avaya Aura® Solution for Midsize Enterprise provides our partners the opportunity to focus on midsize market which is an underserved market for Avaya and most partners by providing a solution with competitive pricing and features to meet the needs of customers. Projected new and upgrade sales for the stand alone deployment as the customer's main system expect to be at least 15% year over year growth of the solution.

Avaya Aura® Solution for Midsize Enterprise should be a natural extension of the partner's portfolio mix. If already servicing the enterprise market and targeting midmarket they are simply adjusting sales and delivery tactics. For some partners this will open the new market of midmarket enterprises to gain additional revenue and market share.

The key messages for partners are:

- Single server solution
 - Virtualized applications and compelling TCO
 - 16% to 25% less expensive than other industry solutions
 - Single management environment
- Less expensive to install and maintain
 - Base user configuration propagates to all applications on initial installation
 - Leverage SAL for single point entry for management and maintenance of entire system



- Easy to order
 - Uses the same hardware and licensing structure as Avaya Aura®
 - Available to configure in ASD and EC

In summary, this updated midsize solution will generate new revenue and by reducing their installation and maintenance costs, partners will be able to spend more time ensuring that their customers have the correct applications – improving customer satisfaction. The Avaya Aura® Solution for Midsize Enterprise also adds to their portfolio mix which will open new markets and create more opportunity for return sales for additional applications and maintenance.

Competitive Summary

Avaya Aura® Solution for Midsize Enterprise enables a single server UC and collaboration solution for the midsize enterprise by hosting several Avaya Aura applications through virtualization on a single server and delivers simplified installation and management, reduced TCO, and a greener solution.

There are several competitors in this segment of the market – some comments on three of them: Cisco, ShoreTel and Mitel.

- Avaya uses Avaya Aura® System Platform to simplify the installation and maintenance procedures while both Cisco and Mitel currently treat each application separately.
- Neither ShoreTel nor Cisco scale well for basic UC. ShoreTel adds servers for each 100 users, Cisco also adds servers to scale basic UC
- Avaya provides one server platform that scales up to 1000 users

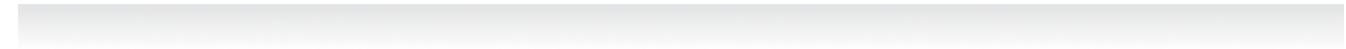
As far as price per user, Avaya is up to 16% less per user compared to Cisco priced at 400 users. Uses 51% less energy than a comparable Cisco solution.

Availability

Worldwide availability through a phased GA for Avaya Aura® Solution for Midsize Enterprise. Although all the applications appear in the template at launch, we are focusing efforts on two main use cases for the March GA and three more use cases for the April GA.

General Availability, Worldwide	Launch Messages	Use Case: Go to Market
March	Avaya Aura® Solution for Midsize Enterprise is an Avaya Aura® platform that delivers unified communications in a midsize footprint	Greenfield customers <ul style="list-style-type: none">• Trials for Video / Collaboration• Bolt-on for Communication Manager 5.2.1, CS1000 R6, CS1000 R7, CS1000 R7.5, Communication Manager 3, Communication Manager 4, Collaboration server 6.1 upgrade
	Easy evolution to SIP	Migration from Avaya Aura® Solution for Midsize Enterprise 5.2.1
April SBC in CI Status	Leverages wins from February launch, migrate the legacy Nortel base	Migration from CS1000 R5, R6, R7, R7.5

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	With the Contact Center Business Unit	Greenfield Avaya Aura® Contact Center
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Promotions will be forthcoming, and are part of the launch program

Eligibility

All partners who are Unified Communication authorized

Product Authorizations or Credentials Required

Partners that are UC certified can sell this solution today. Advanced applications such as Avaya Aura® Conferencing, Avaya Aura® Contact Center, Avaya Flare™ experience may have additional authorization requirements for selling/designing as well as implementing.

Sales Credentials:

- ASC1050OEN - **What Sales needs to know to have the first conversation (30min)**
- ASC1051OEN - **What Sales needs to know to continue the conversation (30 min)**

Implementation Credentials:

- Update: ATA01750VEN - **Design to Win (3 days)**
- NEW: **Avaya Aura® Solution for Midsize Enterprise Implementation and Configuration (1 day)**

Training on the Partner Portal: <https://enterpriseportal.avaya.com/ptlWeb/bp/>

Pricing

Software pricing uses the Avaya Aura® license bundles (*Standard & Enterprise Editions*), refer to Avaya Aura® Release 6.1 Solution Definition on the portal: <https://enterpriseportal.avaya.com/ptlWeb/getfile?docID=MTAwMTIxMjE4>

Servers:

- HP DL360G7, provided for all new sales
 - X5670 2.93GHz 6-core, 2 CPU, 48 GB RAM, 4x300 GB 10K HD, RAID 5, 2x750 PS
- IBM S8800, supported for customers upgrading from Collaboration Server 6.1 only



Avaya Aura® Release 6.0 Software – all hardware and support is additional	Standard Edition	Enterprise Edition
Avaya Aura®		
Avaya Aura® Communication Manager (any deployment mode)	◆	◆
Avaya Aura® Session Manager	◆ +\$20 / user	◆
Avaya Aura® System Manager	◆	◆
Avaya Aura® System Platform	◆	◆
Avaya Aura® Application Enablement Services – CTI	◆	◆
Avaya Aura® Presence Services	◆	◆
Avaya Aura® Session Border Controller	◆	◆
Avaya Aura® Application Suite		
Avaya Aura® Conferencing Standard Edition	◆ +\$600/port	◆ 1 port per 50 New Avaya Aura R6.0 licenses
Avaya Aura® Messaging	◆	◆ Basic Messaging (CMM) included
Avaya one-X® – UC All Inclusive	◆ +\$60 / User	◆
Global List Price in US \$ depending on volume	\$205-240/user	\$285-320/user

Demo Availability

At the core this is Avaya Aura, therefore demo's available through Avaya By Example and Partner Preview Program. We are evaluating a demo program that would provide a demo bundle for Avaya Aura using this platform.

Partner Quote to Cash Processes

Both server and software licenses are in the price book and made available dependent on authorization and/or Type Approval restrictions; quoting through ASD starting in late January, and within the EC tool starting in April.

Licenses available through PLDS. There is no requirement to engage the Technical Account Services as this is a straight forward design.

Service Delivery Offers & Requirements

Avaya Aura® Solution for Midsize Enterprise leverages all the available services for Avaya Aura and for applications.

Services is working on bundles with price-points specific for the midsize market, although the target available as part numbers is April 2011.

More information

Avaya Aura® for Midsize Enterprise Portal Page:

<http://portal.avaya.com/ptlWeb/products/P0939>

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